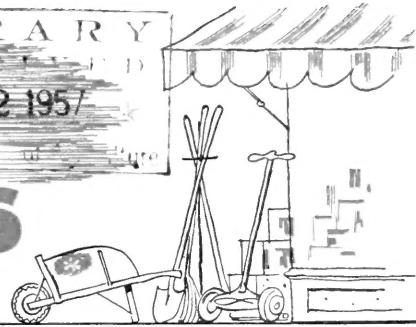
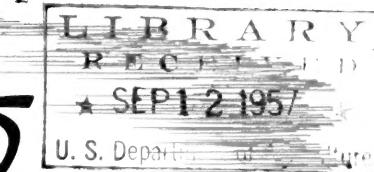




Woodruff GRASS ROOTS

F. H. WOODRUFF & SONS, INC., Milford, Conn.



TOLEDO, OHIO • BELLEROSE, L. I. • ATLANTA
SACRAMENTO • SALISBURY, MD.

GRASS SEED PRICES FALL 1957

Fall 1957 prices are a little easier than they were last spring. Production increases in Kentucky Bluegrass and both Domestic and Perennial Ryegrass reflect in the cost levels of most mixtures. The Fescues, both Creeping and Chewings, are hardly more plentiful than they were a year ago and prices will remain at similar levels of the past year. The most notable drop in price is Merion Kentucky Bluegrass which is about 50% lower than a year ago, and incidentally, the lowest it has ever been. Since Merion Bluegrass is definitely a large Fall sales item we can expect increases in sales this season.

White Clover production appears to be at a record level and prices are down substantially for this Fall.

Woodruff mixtures are easier by a small percentage and this should entice Fall buyers who are price conscious as well as those who have had lawns go bad during the summer's drought in the Northeast. We look for a good Fall season.

NEW FORMULA FOR TURF-MAKER WITH MERION MIXTURE

F. H. Woodruff research brings a new and better formulation of Turf-Maker with Merion Bluegrass. Years of experimentation with improved turf grasses indicate that Merion Kentucky Bluegrass combines exceptionally well with the new Pennlawn Creeping Red Fescue, and with Kentucky Bluegrass.

The Bent grasses tend to make a blotchy turf under certain growing conditions when used with Merion; therefore, in making the new formula Bent is left out and the only basic turf grasses used are Merion Kentucky Bluegrass, Pennlawn Creeping Red Fescue, and heavyweight Kentucky Bluegrass. Don't fail to push the sale of this quality mixture which is only slightly higher in price than regular Turf-Maker formulations.

THIS IS YOUR 1957 FALL PRICE LIST SAVE IT

GRASS ROOTS is now serving as a price list too. Turn to the reverse side of this sheet for your Fall 1957 prices — Cost and Retail.

In order to get the new Fall prices to you promptly, we decided to dispense with the usual brochure type of price list and issue a list of prices only for this season. For descriptive material pertaining to any of the items please refer to your Spring 1957 brochure which was mailed to you last February.



DO YOU KNOW THIS WEED?

It's broadleaved Plantain

WEED-NIX KNOCKS IT OUT IN A JIFFY

WEED-NIX LAWN FOOD WITH 2,4-D

This new member of the Woodruff family has given a good account of itself so far this year. Spring 1957 sales of Weed-Nix far surpassed our expectations. As a Fall sales item it should be a popular seller.

Weed-Nix is designed primarily to control broad-leaved weeds such as Buckhorn, Dandelion, Plantain, and many others. The active ingredient, 2,4-D, is combined with fertilizer to provide ease of application and to feed the weed-ridden turf back to health. It is not meant to be a substitute for Gro-Sod and does not contain as much nitrogen, but does provide sufficient stimulus to the turf for the Fall growing season.

If a new lawn is to be planted or if some areas are to be reseeded, do not use Weed-Nix for fertilizer as the 2,4-D may be harmful to the seed. Weed-Nix is a valuable asset to growing good turf, but use it for the purpose intended — to control weeds.

DON'T FORGET — SELL A SPREADER

CHECK LIST — POINT-OF-SALES HELPS

Better check your supply of "Point-Of-Sales" material now, order early. Fall is almost here and you must be ready if you are to get your share of Fall profit sales. Just check off the items needed on the enclosed self-mailer card — we will send you a supply at once.

FEED THE LAWN AGAIN

Late summer or early fall is just as good a time to feed the lawn as it is to seed. In fact, some experts prefer it to spring feeding. The ideal time in the North Temperate region is about September 1 or "Labor Day" — so, order your supply early and be ready to push fall sales and profits.

Gro-Sod is the famous old formula used for years by homeowners and turf professionals alike. It is a 10-6-4 with one-half of the nitrogen derived from organic sources. It feeds the turf completely with only 10 pounds per 1,000 square feet on established lawns, and at 15 pounds per 1,000 square feet on new lawns. This means a 50 lb. bag (\$4.25 retail) completely feeds the average 5,000 square foot lawn. Or, 75 lbs. will do the same job on a new lawn of equal size. Order your Fall supply now.

NEW FALL 1957 PRICES

TURN THE PAGE

August 12, 1957

FALL 1957 PRICE LIST**F. H. WOODRUFF & SONS, INC.****MILFORD, CONN. — BELLEROSE, L. I.**

Description	Unit	Retail Per Unit	Units Per Case/Bale	Cost Per Lb.
TURF-MAKER NO. 38				
Certified Colonial Bent, Illahee Creeping Red Fescue, Extra Heavy Kentucky Bluegrass and Rough Bluegrass (Poa trivialis)	1 lb.	1.69	25/case	1.10
	5 lb.	7.98	10/case	1.05
	25 lb.	38.95	2/bale	1.02
	50 lb.	76.50	1/bale	1.00
TURF-MAKER NO. 1				
Certified Colonial Bent, Extra Heavy Kentucky Bluegrass and Rough Bluegrass (Poa trivialis)	1 lb.	1.69	25/case	1.10
	5 lb.	7.98	10/case	1.05
	25 lb.	38.95	2/bale	1.02
	50 lb.	76.50	1/bale	1.00
TURF-MAKER WITH MERION BLUEGRASS				
Merion Kentucky Bluegrass, Pennlawn Creeping Red Fescue, and Kentucky Bluegrass	1 lb.	1.98	25/case	1.29
	5 lb.	8.98	10/case	1.24
	25 lb.	46.25	2/bale	1.21
	50 lb.	91.00	1/bale	1.19
TURF-MAKER FOR SHADE				
Creeping Red Fescue, Rough Bluegrass, (Poa trivialis), Chewings Fescue and Fancy Redtop	1 lb.	1.69	25/case	1.10
	5 lb.	7.98	10/case	1.05
	25 lb.	38.95	2/bale	1.02
	50 lb.	76.50	1/bale	1.00
TURF-MAKER FOR LIGHT SOILS				
Certified Illahee Creeping Red Fescue, Extra Heavy Kentucky Bluegrass and Certified Colonial Bent	1 lb.	1.69	25/case	1.10
	5 lb.	7.98	10/case	1.05
	25 lb.	38.95	2/bale	1.02
	50 lb.	76.50	1/bale	1.00
MILFORD GREEN FOR SUN				
Kentucky Bluegrass, Red Fescue, Perennial Ryegrass, Redtop and Colonial Bent	1 lb.	1.29	25/case	.84
	5 lb.	5.95	10/case	.79
	25 lb.	28.95	2/bale	.76
	50 lb.	56.60	1/bale	.74
MILFORD GREEN FOR SHADE				
Rough Bluegrass (Poa trivialis), Red Fescue, Perennial Ryegrass and Redtop	1 lb.	1.29	25/case	.84
	5 lb.	5.95	10/case	.79
	25 lb.	28.95	2/bale	.76
	50 lb.	56.60	1/bale	.74
LONG ISLAND				
Chewings and Creeping Red Fescue, Kentucky Bluegrass, Perennial Ryegrass and Colonial Bent	1 lb.	1.19	25/case	.77
	5 lb.	5.49	10/case	.72
	25 lb.	26.39	2/bale	.69
	50 lb.	51.25	1/bale	.67

PRICES SUBJECT TO CHANGE WITHOUT NOTICE

TERMS: 2% 10 days, net 30 days, E.O.M., to firms of approved credit. F.O.B. our warehouses. Freight prepaid to your station on orders of 200 pounds or more. All prices subject to change without notice. Add 1 cent per pound for less than full case lots. 1 and 5 pound units attractively cartoned. 25 and 50 pound units sturdily bagged.

**F. H. WOODRUFF & SONS, INC.**

MILFORD, CONN. • BELLEROSE, L.I., N.Y.

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